



BUSINESS PLAN - HUMANTELLIGENCE



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TABLE OF CONTENT

ACKNOWLEDGEMENT.....	5
1.0 EXECUTIVE SUMMARY.....	6
2.0 COMPANY PROFILE.....	7
2.1 Company Details.....	7
2.2 Company Background.....	9
2.3 Company Mission and Vision.....	10
2.3.1 Vision.....	10
2.3.2 Mission.....	10
3.0 INDUSTRY ANALYSIS.....	11
3.1 Industry Overview.....	11
3.1.1 Industry Size.....	11
3.1.2 Industry Growth Rate.....	11
3.1.3 Sales Projection.....	12
3.2 Trends Affecting the Industry.....	13
3.2.1 Social Trend.....	13
3.2.2 Technological Trend.....	13
3.2.3 Legal Trend.....	14
3.3 Key Success Factor.....	14
3.4 Long Term Outlook.....	16
4.0 SERVICE DESCRIPTION.....	17
4.1 Details of Service.....	17
4.2 How It Fits in The Market.....	19
4.3 Value Proposition.....	20
4.4 Anticipated Customer Demand.....	21
4.5 Existing Competitions.....	22
5.0 MARKET ANALYSIS AND STRATEGY.....	23
5.1 Marketing Objectives.....	23
5.2 Market Segmentation.....	23
5.2.1 Target Market.....	23
5.2.2 Market Size.....	25
5.2.3 Market Share.....	26
5.2.4 Sales Forecast.....	26
5.3 Competitor Analysis.....	27
5.4 Marketing Plan.....	28
5.4.1 Product, Price, Promotions, and Distribution.....	28
5.4.2 Sales Tactic.....	31

5.4.3 Financial Plan for Marketing.....	33
6.0 OPERATION PLAN.....	34
6.1 Development.....	34
6.2 Production.....	36
6.3 Facilities.....	37
6.4 Staffing.....	38
6.5 Equipment.....	39
6.6 Supplies.....	40
7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE.....	41
7.1 Management Team.....	41
7.2 External Resources and Services.....	49
7.3 Human Resources.....	49
7.4 Advisory Board.....	50
7.5 Organizational Budget.....	51
8.0 FINANCIAL PROJECTION.....	52
8.1 Start-Up Cost.....	52
8.2 Working Capital.....	53
8.3 Start-Up Capital and Finance.....	54
9.0 PROJECT MILESTONE.....	55
10.0 CONCLUSION.....	56
11.0 REFERENCES.....	57
12.0 APPENDICES.....	60

LIST OF FIGURES

Figure 1 The logo of Humantelligence.....	8
Figure 2 Picture of table provided by DOSM website 2024.....	11
Figure 3 Sample of highlighted points for Lexical Analysis for Drafting service.....	28
Figure 4 A completed draft table for Lexical Analysis.....	29
Figure 5 QR code for Humantelligence’s sample video for Subtitling.....	29
Figure 6 Organisational chart of Humantelligence	41
Figure 7 Infographic poster for Business Plan Presentation.....	60

LIST OF TABLES

Table 1 Services and pricing (a).....	17
Table 2 Humantelligence’s market share and sales.....	26
Table 3 Humantelligence’s competitor analysis.....	27
Table 4 Services and pricing (b).....	30
Table 5 Marketing budget	33
Table 6 Marketing capital.....	33
Table 7 Operational workflow of Humantelligence.....	35
Table 8 Production timeline and charges	36
Table 9 Facilities overview.....	37
Table 10 Staffing structure.....	38
Table 11 Equipment requirement.....	39
Table 12 Operational supplies.....	40
Table 13 Information of Humantelligence Chief Executive Officer.....	43
Table 14 Information of Humantelligence Organisational Manager.....	44
Table 15 Information of Humantelligence Operational Manager.....	45
Table 16 Information of Humantelligence Research and Development Manager.....	46
Table 17 Information of Humantelligence Financial Manager.....	47
Table 18 Information of Humantelligence Marketing Manager.....	48
Table 19 Humantelligence full time staff salary.....	49
Table 20 Humantelligence part time staff salary.....	50
Table 21 Administrative expenditure budget	51
Table 22 Start-up cost of Humantelligence	52
Table 23 Working capital of Humantelligence	53
Table 24 Start-up capital and finance of Humantelligence.....	54
Table 25 Humantelligence project milestone 2025-2026.....	55

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1.0 EXECUTIVE SUMMARY

Humantelligence is a partnership based academic service firm founded in 2025 to offer academic support services to students via human based services. The business developed due to the increasing interest in the overuse of artificial intelligence in academic work that has led to a deterioration of academic integrity and critical thinking in students. The company focuses mainly on university students, especially the UiTM Puncak Alam students, via a completely online model of service.

Humantelligence is a provider of different academic solutions such as designing templates, translations, subtitles, and proofreading, citation support, and writing assignments. Services are of low cost and it begins with RM3-RM12 based on the nature of the service. The company is entirely online, which enables it to keep costs of operation at the lowest possible levels as its target market remains accessible and convenient. Moreover, the flexible nature of the services provided by the company, low prices, availability on the Internet, and the ability to work at student-friendly hours, between 5:00 P.M. and 12:00 A.M., contribute to the further solidification of the competitive stance of the company in the academic services market.

Financially, Humantelligence can start-up and conduct its business at relatively low costs because it is an online-based business model. The first year sales are estimated to be RM15,000 annually and expected to rise in the coming years as more and more people are aware of the brand and it expands in the market. The company seeks to have a market share of about 11.1% in UiTM Puncak Alam. The marketing and operational costs are approximated at RM7,390.90 and they are majorly spent in digital marketing, promotional and content creation tools.

Humantelligence has a total of six partners who are the management team members, each having a particular functional role as; operations, marketing, finance, and human resources. The firm also hires part time student workers especially at the time of peak academic periods so as to facilitate delivery of services at minimal costs. To date, Humintelligence has partners who fund it and it does not need additional funding at this point. The projected future of the holders of the expected returns should be the gradual growth of revenues, reinvesting in the marketing process, and expanding into a broader academic services market nationwide in the long term.

2.0 COMPANY PROFILE

One thing that some people overlook when making a business plan is the face of the company: the name, the logo, and the tagline. In some cases, even the color can be a kind of identity for a company. As an example, we know the color red and yellow being the logo colours for the fast food chain McDonalds. Another example of this is the color Orange for the online shopping platform Shopee. As all companies have their own unique identity to distinguish themselves from other companies, Humantelligence also has its own characteristics for our customers to know from one look that the services provided are ours. On top of that, each company owns a background on how it was founded, what was the motive including the owners' inspirations on choosing this specific industry. For example, Facebook was founded by Mark Zuckerberg, along with his college roommates and fellow Harvard students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes initially as a social platform for Harvard students. Under the explanation of the company profile, the background of our company will be elaborated in detail.

2.1 Company Details

Introducing the name chosen for our company, Humantelligence. This name is a nod towards the rising usage of AI (artificial intelligence) in today's technology-driven era of our world. Now that we are stepping into another year of the never-ending evolution of technology, no matter where we go, we will, without a doubt, see content made by AI within essays, posters, even illustrations which are supposed to be a type of art made by the human mind. If that was already a problem, AI Usage has been a rising problem within academics too, where students use the free services to complete their tasks and assignments, making tasks like drafting assignments by our own capacity a dying art. At Humantelligence, we raise the question: why rely on a soulless program when us humans can do it better? With that being said, our company is a strictly anti-AI company and we make sure this belief is implemented into the name as part of our identity.

Next, moving forward to our company logo. First and foremost, the logo was made manually without any AI usage to fully show our stand on the belief in human creativity and mind. The color chosen for the main element and wordings on our logo is Pink (#ff66c4), which serves as a symbol of femininity as our management team consists of a highly intelligent group of women. The logo includes a palm, with the index finger being the body for the letter 'i' in the

word ‘Hi’. Though the word ‘Hi’ in our logo is supposedly an acronym for the term ‘human intelligence’, it also presents another meaning of showing the most basic human-to-human interaction: greetings. On top of that, the background color of dark blue serves as the opposite of the optimistic and joyful element of the color pink, to show professionalism in our services and work ethics with its dark and mature feel.



Figure 1 The logo of Humantelligence

To add more, our tagline ‘Where Human Expertise Matters’, is a direct gist at our services and identity as a company, making sure the customers know what we are made of and what we stand for. These days, there is a rise in the amount of workers getting fired as their job scope is slowly being replaced by artificial intelligence. This issue sounds like a small matter until we start seeing the number of it. For now, only a few types of industry are affected. However, this might become a global threat towards all jobs in the future before we know it. This is absolutely possible with the current financial state of the world moving rapidly towards supporting the people running capitalism in our society. According to O’Sullivan (2025), while some companies aren’t outright admitting it, others have been partaking in mass layoffs, leading many to wonder if the post-AI employment market is a whole lot grimmer than CEOs are willing to reveal. With less human workers, more profits are being distributed for the upper-ups.

Last but not least, our objective is to help students in need of academic assistance to lessen their burden in their studies, while simultaneously lessening the usage of artificial intelligence among university students. For some, they might argue that our job is just as unethical as the help of AI in these students’ work. However, our services serve as only a backbone to their work, by providing a push and encouragement towards their own creativity. We do not do their work for them, we support them to be able to expand their knowledge and ideas on certain topics. Some students are usually extremely burnt out from the amount of

workload they have. Therefore, our job is only to lessen their burden. With our services, students might be able to get inspired and come up with their own vision of the topic being worked on. Our goal in creating this business is to see human resources being utilised in an ethical way for the benefit of the community. At the end of the day, all of the women behind Humantelligence were once students as well, who have had their own share of struggles in studies.

2.2 Company Background

First and foremost, Humantelligence was founded by a few people with the Chief Executive Officer, Sofea Maisara being the mastermind behind the idea of the services. The people behind the company consisted of a group of postgraduate students who thought that the uprising in AI usage was getting out of hand in terms of creativity and lack of fairness to those who did their tasks manually. The fact is, the quality of work made with the assistance of AI is usually detectably lacking. With this in mind, we had the thought of starting a company where students who need assistance in their tasks can be provided with qualified help, using human resources and creativity. We started with the idea of making drafts for their tasks, where the students can have a rough idea of what to write for their assignments, without fully depending on us to do their own task as it is illegal. On top of that, we also decided to do a proofreading service to not only scan their work for errors, but also add extra words needed in their work for it to be better in terms of quality and fix their mistakes.

To add more, the key partnerships under Humantelligence consists of the following: First and foremost, the service supplier being the people that provide the services to the clients, including those who also handle communication with said clients, which are the management team itself. We at Humantelligence have decided to hire postgraduates or even lecturers as part-timers to serve the clients with our services as a way to gain side income. However, these part-timers will only be allowed to work during the second half of the semester (week 7 and ahead) as that is the time where workload gets a bit heavy for students. This is a way to have support and keep workflow smooth during hectic seasons, while simultaneously cutting costs in terms of salaries. These workers are responsible for attending to requests, and providing the needs of the clients. This system works perfectly as our business operates online, making it extremely easy for the students to participate in the business while still contributing to their given job and getting paid all at home. The next group that helps this company stay on its feet is the technology partner. For our business which operates primarily

online, our key partners for technology would only be online platforms for marketing purposes and sourcing to our clients. Platforms such as Tiktok, Instagram and Threads can be our main marketing platform to reach our target market.

Last but not least, Humantelligence operates as a partnership in terms of legal structure. This is because the idea of the services, despite being founded by our Chief Executive Officer, was also shared by multiple people behind the company among the women in the company's organizational chart under the management team. This means that by law, every liabilities, responsibilities, and profit in this company will be shared among all the partners and people behind the business instead of one single proprietorship. As a small startup, all responsibilities and liabilities are under shared agreement. With this in mind, Humantelligence can also function more efficiently as everyone has their own responsibilities and an incompetent move will have its own consequences. Due to the legal structure of Humantelligence being a partnership, the name falls under Sdn. Bhd. as the law permits it to be. Therefore, on legal papers, our company is named Humantelligence Sdn. Bhd.

2.3 Company Mission and Vision

2.3.1 Vision

To be the most preferred provider of human-led academic services that enable students to excel by using expert services, promoting academic integrity, and extending into a trusted national platform symbolized by quality, reliability, and ethical standards.

2.3.2 Mission

1. To deliver quality and ethical academic services by human intelligence, achieving quality results that are of academic level.
2. To assist students with individual academic support during work in the fields of proofreading, translation, drafting and citation management.
3. To develop trust and reliability in academic support services by ensuring that human judgement, integrity and academic responsibility are more important than automation.

3.0 INDUSTRY ANALYSIS

3.1 Industry Overview

3.1.1 Industry Size

Companies that provide academic services like Humantelligence do not have their own singular industry. This is because all businesses, all companies that are related to academics, always fall directly under the bigger industry, which is the education industry.

Since Humantelligence is based in Puncak Alam and our primary targeted clients are university students, we shall consider the population of people in that particular location. According to the official website of Universiti Teknologi Mara (UiTM), the number of students enrolled in UiTM Puncak Alam as of the current semester are 24,019 students altogether. Making it a strategic location for the business to sustain in the industry.

Table 7: Number of students in public higher education institutions and private higher education institutions, Malaysia, 2022 and 2023

Student	2022	2023	Percentage change (%)	Percentage share 2023 (%)
Public higher education institution	713,560	712,807	-0.1	56.1
Public university	595,624	593,101	-0.4	46.6
Institute of teacher education	24,881	23,591	-5.2	1.9
Polytechnic	77,816	79,504	2.2	6.3
Community college	15,239	16,611	9.0	1.3
Private higher education institution	513,523	558,692	8.8	43.9
Total	1,227,083	1,271,499	3.6	100.0

Figure 2 Picture of table provided by the DOSM website (2024)

Based on the statistic taken from the official website of Department of Statistics Malaysia (2024), the percentage of students involved in higher education institutions, including public universities, institute of teacher education, polytechnic and community college, have increased up to 3.6%, with the total number of 1,271,499 students as compared to 2022 with total of 1,227,083 students. This positive increase has shown that the education industry in Malaysia will keep adding up its number if the pattern is maintained.

3.1.2 Industry Growth Rate

Moving on to the growth rate of the educational industry. In Malaysian context, the authentic data that is available on the Internet is only dated back in 2018. There is no latest data or the statistics provided by the DOSM website. However, even with the limited information, the Compound Annual Growth Rate can still be calculated. As stated in the Annual Economic Statistic in 2018, as taken from the DOSM website (2019), the value of gross output related with education services in Malaysia has shown an escalation from 2015 until 2017, with an increase of 7.7%. In 2015, the GO recorded for education services is RM15.2 billion, whereas in 2017, the GO recorded is RM17.6 billion. Based on this information alone, the CAGR can be calculated by using this formula.

$$\begin{aligned} \text{CAGR} &= (\text{Ending Value} \div \text{Beginning Value})^{(1 \div \text{Number of Periods})} - 1 \\ &= (17.6 / 15.2)^{(1/2)} - 1 \\ &= 0.07605 \\ \text{CAGR (\%)} &= 0.07605 \times 100 \\ &= 7.61\% \end{aligned}$$

Seeing that this data is taken from the year 2017, there is a high possibility that the CAGR percentage has an even higher number for the recent years. Especially looking at the rising awareness of the importance of education among the society, alongside with the widespread use of technology and how it is being integrated in the educational system.

3.1.3 Sales Projection

Humantelligence sales projection depends entirely on the shift or trend in the industry and the growing needs for human-based academic services. Judging from the pattern, the industry is more likely to grow even bigger, thus influencing the demand of companies like us. Apart from that, Humantelligence sales forecast may also be influenced by the advancement of technology and digital marketing. Undeniably, utilizing digital marketing may help businesses to survive and succeed in the contemporary market as it enables the business to improve customer engagement and provide personalized content, thus leading to the gain of competitive advantage (Noori Hussain et al., 2023). In the next few months, Humantelligence will definitely make full use of the power of digital marketing, particularly social media like Instagram and Tiktok to strengthen its brand, therefore, achieving more sales in that matter.

3.2 Trends Affecting the Industry

For a business to thrive in the industry, an analysis must be carried out to discover what are the trends affecting the industry itself. In business context, an analysis, namely PESTLE analysis, is often being used when conducting research for the business marketing, even in large companies to ensure the quality of the products or services provided (Dunaievskyi, 2022). PESTLE analysis is an acronym for Political, Economical, Social, Technological, Legal and Environmental, which are the factors to be considered in opening a business. There are three factors or trends involved for this service.

3.2.1 Social Trend

Social trends refers to the social environment including the cultural and demographic aspects. It frequently appears closely related to its clients background. Humantelligence offers academic services, meaning that one of its primary targeted audience is individuals in tertiary education such as university students. People in this group are often associated with academic stress and burnout due to their heavy workload and time management. Humantelligence sees the opportunity to overcome this problem through this trend by offering useful services related to academics for these students, therefore making it relevant to stay in the market as the number of students pursuing higher education will keep increasing in the future (Salmi, 2001). Furthermore, many universities, even including the majority of public universities, require students to complete their assignments in English. This means that there may be some students who struggle with their ability to use English in their writing especially when English is not their first language. Thus, Humantelligence stands in line with this trend because of the demands of the potential clients in the social environment.

3.2.2 Technological Trend

The evolution of technology enables people to connect with each other and share information at a quicker pace and wider range. Since Humantelligence will be dealing a lot with its clients to ensure their satisfaction with the services, the use of technology should be incorporated into the business. This can help increase the efficiency of the interaction between the two parties as it can be done in real-time without any delay. Besides, technology also plays an important role in helping a business to gain popularity and boost brand presence. For example, through promotion or marketing on social media like Tiktok and Facebook, the

probability of Humantelligence to be discovered can be increased, thus enhancing its market visibility and allowing it to reach a broader audience (Warioba & Babune, 2025). On another note, with the rise of technology, also comes the advancement of AI, in which it can be seen how people are becoming too dependent on them. Nonetheless, while AI continues to dominate the market, Humantelligence still can compete by preserving the human touch in its services, providing clients with a level of quality and attentiveness only humans can offer.

3.2.3 Legal Trend

From the perspective of the legal trends, one of the most important things is to consider data safety and privacy. As we all know, AI-based academic tools are constantly evolving and its convenience wins a favour among the users, specifically students, because how the information can be accessed in just a few minutes by just uploading files or prompts. However, have we considered our safety and privacy? When the files are uploaded in their database, it means that these AI systems already have a copy of our personal information. We could not predict how our information will be used by them in the future. It may be harmful for us in the long term. Previously, this issue has been stated that traditional legal norms and academic practices face significant problems in copyright attribution, maintaining academic integrity, and protecting data security (Liebrenz et al., 2023; Abbott, 2020, as cited in Gao et al., 2025). So, this is where human-based services like Humantelligence will come to the light since it is a human-based service, there will be a sense of security to which the clients' information will not be leaked, thus ensuring their privacy and integrity, especially for students' work such as reports, research papers and even resumes.

3.3 Key Success Factor

Key success factors refers to the actions that a company needs to focus on in order to effectively compete and achieve its strategic goals. As a company that provides academic services, most of the key success elements that we are focusing on are related to the relationship between us and the clients.

The first key success factor of Humantelligence is satisfactory client-provider interaction. A clear interaction between these two parties are crucial to ensure that the quality of the service meets the requirements of the clients. When we receive an order, we will continue to update to the client about the progress of the work. It is a priority to Humantelligence to keep the

clients informed to reassure that their orders are being handled accordingly and to prevent misunderstanding. This will allow a more personalized content to be produced by the services, in accordance with clients' preferences.

Moving on to the second key success factor is subject-matter expertise. Our company is built on the foundation of academic achievement. Each person in the company has a strong and convincing academic background because it is one of the major requirements before joining this company.. Humantelligence centralizes on serving students in higher education in their academic work. Before we started this company and business, we were also university students, so, it can be said that we are highly confident in our ability as we are well-versed with the works of a student. As a result, the work composed for the students is more accurate, plausible and in accordance with academic guidelines, thereby elevating client confidence to use our service.

The next one is our online presence. Building an online presence is one of the most important things to be considered when doing business, especially in this digitalized era. This is because a strong online presence allows the business to be widely exposed to its potential clients. Humantelligence uses Instagram as its main marketing platform, where everything is posted and advertised there, from the type of services provided, the pricing list, to the testimonies from previous clients. Gaining a higher number of followers will definitely enhance our presence and be more likely to be discovered by the clients.

Another key success factor of Humantelligence is client demand. As previously mentioned, it can be said that the number of people pursuing higher education is increasing. Based on this pattern, the business surely will be able to penetrate the market since our targeted clients are university students. With the rapid growth of AI technology, many institutions have started to emphasize the restriction of using AI such as ChatGPT in academics. This is where Humantelligence comes into the action by providing academic services that are purely human intelligence and put emphasis on human touch and judgment into the services.

Last but not least, Humantelligence's key success factor is its high quality services. The reason being is even within our company, we will ensure that the final product of the client's orders will go through multiple stages of inspection. This makes sure that the quality of the service is topnotch and encourages positive feedback from the clients. Gaining positive testimony is an important aspect in business as it will contribute to the company's reputation and build trust among the existing clients, as well as potential clients.

3.4 Long Term Outlook

Long term outlook refers to the personal belief on the future of a company in the industry. As a human-based academic service company, Humantelligence's outlooks are strongly linked with the changing trends of the use of technology among tertiary education students, specifically in Malaysia.

To ensure that our company will sustain in the industry, first we have to look at the market demand. Like what has been mentioned previously, we believe that in the near future, the market demand of human-based services is more likely to increase. With the rapid growth of AI-based services that are widely being used in the academic world, it means that there will be a steady demand for a service that values human touch and judgment for tasks like proofreading and assignment drafting. This is because of the fact that the number of people that will be pursuing tertiary education is anticipated to grow bigger and bigger. Since academic works like assignments are frequently evaluated for its originality and quality, human expertise remains essential.

Besides that, seeing from the pattern of how technological advancement is being integrated in our educational system, we may also expect some opportunities for our brand expansion. Since we are dealing with a lot of academic stuff, there may be a way for Humantelligence to form a collaboration with academic institutions. Instead of only focusing on a small scale client group, which is the students, the company should aim to expand the brand into a larger scale client group. One of the ways to implement this is by introducing the brand first. This can be achieved by joining university programs such as becoming a sponsor or attending a gallery walk. Once Humantelligence becomes known among the institution, the possibility of a collaboration to happen is projected to rise significantly. Hence, brand reputation can be strengthened and offer steady, ongoing revenue streams.

In response to these trends, workforce expansion is anticipated as a key operational strategy. Increasing the number of staff should be an effective way to address this issue once the company has grown bigger in the future. Humantelligence is a company that values its customer satisfaction and operates solely based on client demand. Therefore, maintaining good service quality must be our number one priority in order to achieve the business goals and accomplish its mission.

4.0 SERVICE DESCRIPTION

This section will describe the services that Humantelligence provides, by mentioning the details of services, how this service will fit in the market, the distinguishing features, customer demand, as well as the existing competitors in the market.

4.1 Details of Service

To further explain Humantelligence's services in detail, the service we provide can be seen within the following table.

SERVICE	PRICE
Template design	RM5 (10 slides)
Translation	RM5 (per page)
Subtitling	RM5 (5 minutes)
Proofreading and citation	RM3 (per page)
Assignment drafting	RM12 (per document)

Table 1 Service and pricing (a)

As we can see, Humantelligence offers and provides a total of five academic services with reasonable and student-friendly pricing. First of all, Humantelligence provides template designing. We provide this service as there are many people that lack creativity whenever they need to come up with an appropriate design. This is crucial as a template design has to be appealing to their own target audience in order to get their point across. With our team's creativity, we decided that we could profit from offering this service as it is something that is in demand within our target market. To add to that, Humantelligence offers and provides translation services. We came up with this service as there are those who have difficulties translating due to their limited knowledge of different languages and we understand how frustrating it could be to work with an unfamiliar language. From our team's multilingual capabilities, we can ease their burden in translating any documents needed. We believe that this could be a potential profit for our company due to its unique trait of translating documents into different languages such as Chinese, English and Malay.

Other than that, Subtitling is one of the services Humantelligence provides. This is because we notice that our target market has plenty of videos they need to make for their work. In order to make the video more appealing towards their target audience, they need subtitles to be displayed in their requested videos as it enhances their understanding of the content delivered by our target market. However, subtitling takes time as it has to be aligned with the audio and as precise as possible. As a result, we take this opportunity to profit off of subtitling as it is a hassling task to our target market but within our area of expertise. Moreover, proofreading and citation is a service provided by Humantelligence. Proofreading and citation are both significant before submitting any documents. A single mistake could lead to a disaster and we see how crucial it is. It is always safer to take extra precautions in your work and we are the extra precautions needed as our team excels with writing. Therefore, Humantelligence views subtitling as potential profit to our company as it is a common requirement within the works of our target market. Last but not least, Humantelligence provides assignment drafting services. We chose to incorporate this service as it is a crucial part of an assignment. This is because an assignment needs a proper draft to ensure that it is as flawless as possible in delivering the content given. However, there are many people that struggle with this as it is quite difficult to even begin with the draft. From this, we got the idea to provide this service as our team's creative thinking can combat this issue and profit out of it at the same time.

Instead of focusing on one academic service, Humantelligence offers more than one academic service under one package which makes it stand out more than other academic service companies that usually offer a single service. The variation of academic services under one company not only appeals to university students but corporate workers as well. This is because our services are flexible based on the topic given to work on. Amongst the many academic services under Humantelligence are template designing, proofreading and citation, subtitling, translationing and assignment drafting. As a result, customers are able to pick and choose to request a single service or multiple service based on their personal requirements.

4.2 How It Fits in The Market

From its variation of academic services to promotions for students, Humantelligence is bound to have a place to fit in the market due to its capabilities. This makes it noticeable and recognisable within known brands that offer similar services. In accordance with Taghian and Shaw (2010), the capability configuration of a firm moderated by the relevant factors in the external environment is defined as market fit. This study proves that our company fits the market perfectly. With our academic services, which are template designing, subtitling, proofreading and citation, assignment drafting and translating, there will always be customers that are seeking for such services. The reason behind this is the fact that our services are not only for students but for corporate workers as well. For instance, a student could use our services to assist them in their assignments while a corporate worker could use our services for their reports. Thus, our company fits the market due to its high demand between 18 to 40 years old.

To add to that, Humantelligence fits the market due to its accessibility to its customers and potential customers. According to Massey et al. (2007), ensuring that customers' experience via the interface satisfies both sensory and functional needs is an important prerequisite for the success of any online service. With our services being executed and marketed online, the difficulty of reaching out to our services is little to none as our target market will most likely be involved with gadgets as a requirement for their studies and their workers. To illustrate, our customers can simply look for our services by searching up one of our social media handlings such as Instagram and Facebook. As a result, Humantelligence can satisfy our customers' needs as our services are online which makes it accessible to almost anyone.

4.3 Value Proposition

The value proposition for Humantelligence is highlighted through the variety of services in one package, assignment drafting, proofreading and citation, subtitling, translating and template designing, that is uncommon to come across in this market. Due to this, our business is uncommon amongst other brands who do similar services which makes Humantelligence unique. For example, most companies that offer similar services usually focus on a single academic service while our company offers multiple services at once. Thus, the variety of academic services is a value proposition as it helps our company to stand out from the rest.

Having seasonal promotions is also a value proposition for Humantelligence. In accord with Osterwalder et al. (2026), the outcomes and benefits your customers describe Customer Gains. Customer Gains include positive emotions. Therefore, by offering special promotions and discounts occasionally, it would not only surprise customers but be desired by them as well. To paint a better picture, offering random promotions during study season will serve to keep customers on edge for our services. As a result, our customers will be satisfied with our offers. Hence, seasonal promotions is a value proposition for Humantelligence due to the fact that it contributes to customer satisfaction which will help to guarantee more returning customers in the future.

4.4 Anticipated Customer Demand

For Humantelligence, we expect to see high demand in the market due to the multiple services that we offer which make Humantelligence stand out from the competition. Having multiple academic services under one package is quite uncommon. For students and corporate workers, they often have busy schedules due to the fact that they have to juggle between their personal lives with their studies and work life. Therefore, they look for services, such as the academic services that Humantelligence offers, to save their own precious time with the cost of an affordable and reasonable price tag. To give an example, a student could save their time using our proofreading services as they would not have to go through the hassle of examining their assignments which saves up a large sum of their time. Hence, high demand in the market is what our company, Humantelligence, expects due to our valuable services.

Since Humantelligence's target market aims towards university students and corporate workers in Puncak Alam, Selangor, we believe that 60% of university students and 40% of corporate workers have the potential to be interested in using our services. To translate, there will be around the estimation of 20,000 potential customers. With each service that ranges from RM5 to RM12, our estimated market value comes to around RM30,000 per month. From these estimated calculations, it shows a potential for sales within Puncak Alam when it comes to students and corporate workers. This could be supported with our seasonal promotions that boosts our company's appeal.

In order to meet the expectations of our growing demand from Humantelligence's market target, our company strategically distributes our services through plenty of social media platforms. The media platforms vary from Instagram to Twitter. In accordance with Edosomwan (2011), social media has become a daily activity in users' daily lives. It is a requirement for students and corporate workers to use social media in their environment. From this information, it is safe to say that the chances of them coming across our academic services through our social media platforms is high. Hence, Humantelligence's accessible and flexible academic services help to meet the expectations of customers that could grow in demand over time.

4.5 Existing Competitions

Having competitions in the business market that includes services is something that is unavoidable and inevitable. Especially since Humantelligence offers similar academic services with other existing companies. However, the presence of competitors is not necessarily a negative outlook for our company.

According to Ford and Hakansson (2013), coping with competition is the essence of strategy formation. From this, our company has managed to form a handful of strategies to ensure our company's success. In order to do that, we have acknowledged the brands and companies that offer academic services akin to Humantelligence. Amongst the many brands and companies, we have chosen 3 highest ranking companies that stand out which are Grammarly, Canva and ChatGPT. Nevertheless, each of these well-known and well-established companies have their own strengths and weaknesses.

By using their strengths and weaknesses to reflect on our company's strategies, we are able to plan an approach that could appeal to our customers that have their own distinct lifestyles and preferences. Hence, this assists us to open up to various opportunities that could help to grow and maintain Humantelligence strategically.

5.0 MARKET ANALYSIS AND STRATEGY

5.1 Marketing Objectives

Below are the marketing objectives of Humantelligence. This objective list is based on the SMART objectives, which are *specific, measurable, assignable, realistic, and time-related* (SMART), but Humantelligence only picked three out of the five. According to Bjerke & Renger (2016), these SMART goals were first introduced by Doran in 1981, as a guideline for effective goals, which can be widely used in many aspects, not only limited for business marketing. Humantelligence utilizes this existing guideline to come up with our objectives.

1. Attain and maintain 50% content engagement on social media platforms by Q2.
2. Increase customer satisfaction score (CSAT) to 90% by Q1.
3. Increase social media following by 15% across all platforms by Q1.

5.2 Market Segmentation

In this market segmentation, there will be a detailed market analysis for Humantelligence. The matter regarding Humantelligence's target market, market size, market share, as well as sales forecast are discussed, to which the formula and the calculation were also included for further analysis.

5.2.1 Target Market

To determine our target market, Humantelligence has identified the type of service we want to offer and have focused our marketing efforts by identifying the market and business location, collecting information and data of customers to identify personal details of the populace in the area, their lifestyles and purchasing habits. Through this, we estimated our target market for our service.

1. Geographic Segmentation

Our geographic focus is on the university and college area of UiTM Puncak Alam where students between the age of 19-30, with minimalistic lifestyle, are common. Targeting students and post-graduates students, our services help students who have deadlines and knowledge limitations.

2. Demographic Segmentation

Our academic services are tailored for 19-30 year old students with little budget with minimalistic lifestyle. Our services are relevant to students, post-graduates and the general public in the academic industry or workforce, by providing convenience and timely academic help. Our strategy targets consumers with deadlines or requires our expertise.

3. Psychographic Segmentation

Our psychographic focus is on consumers with deadlines and require academic help, who need expertise and quick responses. The variation of academic services appeals to university students and corporate workers. Our services are flexible based on the topic given to work on. Amongst the many academic services under Humantelligence are template designing, proofreading and citation, subtitling, translationing and assignment drafting. As a result, customers are able to pick and choose to request a single service or multiple service based on their personal requirements.

4. Behavioural

Our target market, largely consists of students, prefer quick and accurate academic services which could give them peace of mind. They gravitate towards online methods of service and digital payment methods with quick customer service replies and easy to access online platforms.

5.2.2 Market Size

The market size for our academic services is centred around the students of UiTM Puncak Alam. By focusing on students, we aim to capture their demands and preference of consumers. This localized approach allows us to tailor our marketing strategies and distribution channels to meet the specific needs of our clientele, making sure our services resonate effectively with the target audience. The population of Puncak Alam is estimated at 110630 (Dewan Selangor, 2016.) The number of students enrolled in UiTM is 24,019 (UiTM). The calculation below shows how we determine our market size.

Assumption

- 60% of students pay monthly subscriptions (median RM34.96) for websites and apps that assists them in assignments (ChatGPT, Studocu, Canva, Grammarly)
- 30% of those students spend RM178.80 yearly on those websites and apps.
- 45% of students who are already subscribed to these websites and apps could be potential clients.

Calculations

For calculation purposes, $X = 4$

- Infrequent customer = $24019 \text{ students} \times 60\% \times \text{RM}34.96X$ (X visits)
= RM2015290.176
- Frequent customer = $24019 \text{ students} \times 30\% \times \text{RM}178.80$
= RM1288379.16
- Estimated total market size in a year
= $\text{RM}5 \times (45\% \times 14400) \times 6$ (3 times per semester/ twice a year)
= $\text{RM}5 \times 6,480 \times 6$
= **RM194,400 per year**

5.2.3 Market Share

- Total market size in UiTM Puncak Alam = RM194,400
- Humantelligence is selling = 360 services/ yearly (RM5/ service)
= 30/ monthly (RM5/per service)
- Annual revenue = 360 x 5 x 12
= RM21,600
- Market share (%) = (RM21,600/ 194,400) x 100
= 11.1%

5.2.4 Sales Forecast

- Expected number of services sold x price per unit
= 250 x RM5
= RM1250
- Service sold in a year = RM1250 x 12
= RM15000

SERVICE MARKET SHARE AND SALES			
Year	2026	2027	2028
Market Share (%)	11.1%	13%	15%
Total Sales (Unit)	3000	3200	3350
Total Sales (RM)	RM15000	RM16000	RM16750

Table 2 Humantelligence's market share and sales

5.3 Competitor Analysis

COMPETITORS	STRENGTHS	WEAKNESSES
ChatGPT	<ul style="list-style-type: none"> ● Unlimited resources ● Immediate Response ● No waiting time for finished product 	<ul style="list-style-type: none"> ● Prone to be flagged for academic plagiarism ● Bias in algorithm and information ● Unreliable references
Grammarly	<ul style="list-style-type: none"> ● Saves time for real time feedback ● Provides clarity and corrections for grammar ● Provides plagiarism checks for AI usage 	<ul style="list-style-type: none"> ● Potential bad suggestions ● Provides misleading scores and suggestions ● Misses complex grammar structures
Canva	<ul style="list-style-type: none"> ● Rich resources ● Versatile formats ● Real time collaboration 	<ul style="list-style-type: none"> ● Valuable resources and features are behind a paywall ● Internet dependent, loss of connection means lost data ● Not academic and professional grade
Other students academic services	<ul style="list-style-type: none"> ● Can offer cheaper prices ● Familiarity due to common connections ● Casual client to company interaction and customer service qualms 	<ul style="list-style-type: none"> ● Focuses on one branch of education/ subject ● Unstable pricing due to favoritism ● Lack of proper marketing

Table 3 Humantelligence's competitor analysis

5.4 Marketing Plan

5.4.1 Product, Price, Promotions, and Distribution

Humantelligence is a service offered by our company to help support students and the general students with their academic qualms. These services are designed to provide ideas, enhance learning and address academic issues by using human expertise of language major students.

The special features of Humantelligence are that we offer a variety of services in one package, promotions during certain seasons and certified workers with expertise in the services. All of the employees in Humantelligence have an academic background in English Language, therefore would be able to give professional academic advice and services that caters specifically for university students according to their needs and rubric.

The need for another source of organs is huge. More than 41,000 transplants were performed in the U.S. last year, a record — including about 3,800 heart transplants. But more than 106,000 people remain on the national waiting list, thousands die **every(DET-distributive)** year. The Food and Drug Administration had allowed the dramatic Maryland experiment under "compassionate use" rules for emergency situations. Bennett's doctors said he had heart failure and an irregular heartbeat, plus a **history(NOUN-noncount)** of not complying with medical instructions. He was deemed ineligible for a human heart transplant **that(PRO-Demonstrative)** requires strict use of immune-suppressing medicines, or the remaining alternative, an implanted heart pump.

Doctors didn't reveal the exact cause of Bennett's **death(NOUN-noncount)**. Rejection, **infection(NOUN-noncount)** and other complications are risks for transplant recipients. But from Bennett's experience, "we have gained invaluable insights learning that the genetically modified pig heart can function well within the human body while the immune system is adequately suppressed," said Dr. Muhammad Mohiuddin, scientific director of the Maryland university's animal-to-human transplant program. In the quest for a liver transplant, patients are segregated by prior alcohol use

One next question is whether scientists have learned enough from Bennett's experience and **some(DET-quantifier)** other recent experiments with gene-edited pig organs to persuade the FDA to allow a clinical **trial(NOUN-count)** — possibly with an organ such as a kidney that isn't immediately fatal if it fails. Twice last fall, surgeons at New York University got permission from

Figure 3 Sample of highlighted points for Lexical Analysis for Drafting service

Word	first
Type	Number
Line from text	“At first(DET-number) the pig heart was functioning, and the Maryland hospital issued periodic updates that Bennett seemed to be slowly recovering.”
Analysis	
Example of usage	

Word	every
Type	Distributive
Line from text	“ But more than 106,000 people remain on the national waiting list, thousands die every(DET-distributive) year.”
Analysis	
Example of usage	

Figure 4 A completed draft table for Lexical Analysis



Figure 5 QR code for Humantelligence sample video for subtitling

Humantelligence uses penetration pricing in order to enter the market and to gain market share. Over time, the prices will match market prices like other competitors. Inserted below is the pricing for each of the services that Humantelligence provides. Each service will take up to 3-4 days and additional charges will be added if the client wants their service done earlier. RM3 will be charged for every additional day earlier than the already set deadline.

SERVICE	PRICE
Template design	RM5 (10 slides)
Translation	RM5 (per page)
Subtitling	RM5 (5 minutes)
Proofreading and citation	RM3 (per page)
Assignment drafting	RM12 (per document)

Table 4 Services and pricing (b)

Humantelligence’s largest marketing channel would be social media followed by word-of-mouth. Our social media marketing is divided into two: Instagram and Tiktok, (main promotion) and Whatsapp (client interaction). Below are the list of marketing tactics we will be using to expand our reach for Humantelligence.

1. Frequent and regular posting.

Humantelligence will have a scheduled posting time to post infographics, short reels and customer reviews in order to expand our reach and traction, and cultivate loyal audiences. We will deliver high quality academic tips in the form of infographics with high shareability value in order to pull in an audience. We will also post client reviews and employee credentials to gain trust from potential clients.

2. Collaboration with academic icons in UiTM Puncak Alam.

Humantelligence will collaborate with academic icons such as Majlis Perwakilan Pelajar (MPP), Sekretariat Mahasiswa Fakulti (SMF) and Jawatankuasa Pelajar Kolej (JPK) in order to boost our brands attention and traction. The collaborations will be in the form of tagged posts regarding academic help and services, thus enhancing the engagement from the clients.

3. Promotions during busy academic weeks.

Humantelligence will post promotions such as lower prices and service packages during week 5-6, 8-9 and 12-13 because these are the weeks where our targeted audience is the busiest due to pending assignments.

4. Eye- catching posters in busy traffic areas.

Humantelligence will design eye-catching posters with interesting visuals and important information regarding our service and place them in strategic areas such as the lifts in faculty buildings and around college premises.

Humantelligence's operating hours are daily from 5 P.M. until 12 A.M. The operating hours are during odd hours due to our consideration towards our main clientele. Students will be busy during class hours (8 A.M. - 5 P.M.) and will focus on their assignments during the night therefore Humantelligence will be there to support them throughout the night.

Our service is 100% online and we can be contacted through messaging apps such as Whatsapp and Telegram and also social media platforms such as Instagram and Tiktok. We do not have a physical business location and delivery of the services will be through our main client interaction platform which is Whatsapp in the form of PDF or Google Document link.

5.4.2 Sales Tactic

Humantelligence uses a variety of sales tactics in order to convert interested people into paying customers and keeping those paying customers and making them loyal clients who come back for our service. The tactics are as follows:

1. Video testimonials and customer reviews.

As mentioned in 5.4.1, we will post client reviews and employee credentials in order to gain trust from potential clients. Video testimonials from clients can be acquired if we offer incentives such as a promotion or free service in return for a short video for their review. We will provide short prompts and questions to the client in order to make the process easier for both parties. These testimonials will be posted on our social media pages to gain trust since these genuine reactions and reviews intrigues potential buyers to our service.

2. Proactive customer service.

Our operating hours focus on the time slot that our targeted audience will be most active therefore we will have our employees be proactive regarding client interaction. We will address clients needs, help with any problems and gain trust. Live chat and service specialists will be on call to reply to customers' needs as soon as possible.

3. Customer loyalty programs.

In order to keep customers, we will offer well-designed loyalty programs that increase purchases, customer value and satisfied customers can advocate for our company. We will implement a point based system and referral programs to give customers a satisfactory experience. The point based system will work by awarding points to customers for every purchase of a service and deduct prices based on the amount of points that they have accumulated. The referral program works by awarding customers discounts if they refer our services to a friend which also purchases our service.

4. Partnerships with niche-specific influencers.

As mentioned in 5.4.1, we will be partnering up with MPP, SMF and JPK. They are niche-specific in UiTM Puncak Alam as academic icons and they are the people students will turn to regarding university issues therefore they have a large engagement rate from our targeted audience. We can build more specific and dedicated traffic to our company from these partnerships and build authentic trust.

5.4.3 Financial Plan for Marketing

CATEGORY	MONTHLY BUDGET	3-MONTH TOTAL	PURPOSE
Subscriptions (Canva/Alight Motion)	RM32.575	RM97.725	Create infographics and reels for social media content
Launch Promotions	RM200	-	50% off for the first 40 customers.
Printed Materials (Posters, Flyers)	RM100	RM300	Distributed in faculty and college buildings
Influencer Collaboration	RM300	-	Collaboration with MPP, SMF and JPK
Referral & Loyalty Rewards	RM100	RM300	Budget for discounts through referral and loyalty programs
Miscellaneous	RM100	RM300	Backup for unexpected marketing needs

Table 5 Marketing budget

RESOURCE	DETAILS	ESTIMATED COST	PURPOSE
Content creation	Canva & Alight Motion subscription	RM390.90	Attract new customers to the business
Promotional discounts	Special discounts & offers	RM3600	Encourage first time purchasers
Flyers and local advertising	Printing & distribution costs	RM1200	Increase local awareness
Collaboration events	Partnering with local businesses	RM1000	Broaden reach and networking
Miscellaneous	Contingency budget	RM1200	Unplanned marketing-related expenses
TOTAL	RM7,390.90		

Table 6 Marketing capital

6.0 OPERATION PLAN

This section outlines the business model within which Humintelligence delivers its scholar services in an exclusively online platform. Being an academic support company that focuses on human services, Humintelligence values efficiency, reliability, and quality, being highly ethical at the same time with low operation costs. The workflow, resources, and human participation are thoroughly planned to achieve uniformity in the services offered, customer satisfaction, and academic honesty.

Everything is digitally managed so that Humintelligence can operate without a physical location and still have an efficient communication system, quality control and deliver the services in time.

6.1 Development

The first stage of Humintelligence has been fulfilled, and it covers identification of diverse academic services offered by this organization, the target market, the appropriate operational and communication tools, and the necessary equipment. The firm is completely online based on the use of laptops, steady internet connectivity and academic software provided by the management team.

The service process starts with the clients placing their orders via messaging services like WhatsApp and Telegram or social networks like Instagram and Tik Tok. Every request will be carefully examined to ensure that it is understandable, practical, and compliant with academic ethics. Assignments are then given to the team members or part time employees depending on their area of specialization and their availability.

When done, quality assurance will be carried out on all works to verify its accuracy, readability, formatting, and compliance with academic standards. It is upon the completion of such a verification that the final output will be supplied to the client. This is a rigid workflow that gives it consistency, accountability, and efficiency in service delivery.

STAGE	DESCRIPTION
1. Client Request	Clients submit service requests via WhatsApp, Telegram, Instagram, or TikTok.
2. Task Screening	Requests are reviewed to ensure clarity, feasibility, and compliance with academic ethics.
3. Task Assignment	Tasks are assigned to team members based on specialization and availability.
4. Service Execution	Assigned staff complete the task within the agreed 3–4 day timeframe.
5. Quality Assurance	Completed work is reviewed for accuracy, formatting, and academic standards.
6. Delivery	Final output is delivered digitally via PDF or Google Document link.

Table 7 Operational workflow of Humantelligence

6.2 Production

Humantelligence is a service business hence production can be defined as the provision of academic service as opposed to the production of tangible goods. Each service lasts between three and four days depending on the complexity and nature of services demanded.

At a fee of RM3 per day earlier than the agreed date of delivery, the client may request the expedited services. This is a flexible production timetable that enables Humantelligence to meet the immediate requirements of academics, at the same time keeping the quality of the service to be topnotch.

The company can be run instantly without having to use any physical production plants. Everything is offered online, meaning that Humantelligence is able to provide services to students wherever they may be located in the world. The e-workflow makes the production process efficient, accurate and ethically responsible.

SERVICE TYPE	STANDARD COMPLETION TIME	ADDITIONAL CHARGES
Template Design	3–4 days	RM3 per additional early day
Translation	3–4 days	RM3 per additional early day
Subtitling	3–4 days	RM3 per additional early day
Proofreading & Citation	3–4 days	RM3 per additional early day
Assignment Drafting	3–4 days	RM3 per additional early day

Table 8 Production timeline and charges

6.3 Facilities

Humantelligence is not based on a physical business facility since it is an online business. The business operates remotely whereby members of the management team and part time employees carry out their responsibilities in their locations.

Since it has no physical office, Humantelligence will not be paying rent, utilities, maintenance, and zoning approvals. This goes a long way in minimizing overheads and enables the company to put more resources into the quality of services provided as well as in marketing. Scalability may also be made possible by the fact that the physical facility is not available and therefore operations can be increased without the constraint of space.

ASPECT	DESCRIPTION
Business Location	Fully online (No physical office)
Mode of Operation	Remote working environment
Communication Platforms	WhatsApp, Telegram, Instagram, TikTok
Service Delivery Format	PDF files and Google Document links
Operating Hours	Daily from 5:00 P.M. to 12:00 A.M.
Overhead Costs	No rental, utilities, or maintenance costs

Table 9 Facilities overview

6.4 Staffing

The Humantelligence staffing arrangement is a basic management team together with part time student employees. The management team controls functions, communication with clients, quality assurance, and assignment of tasks.

The part-time employees are mostly students who are employed in the second half of the academic semester (since Week 7 and onwards), when assignments are more prevalent. Such workers are hired after interviews and screening are done by the operations manager to ascertain competency and reliability. The employment is flexible and task-based, which enables the students to be able to work as well as do their studies.

The training is offered by giving proper guidelines, tasks instructions, and monitoring by the management team. This method of staffing will enable Humantelligence to operate efficiently and keep the labour rates at the lowest cost.

POSITION	EMPLOYMENT TYPE	KEY RESPONSIBILITIES
Management Team	Partnership	Oversee operations, marketing, finance, and human resources
Operational Manager	Full-time (Partner)	Workflow coordination, staff supervision, task allocation
Part-time Academic Staff	Part-time (Students)	Proofreading, drafting, translation, subtitling
Client Support	Part-time	Handling inquiries and client communication

Table 10 Staffing structure

6.5 Equipment

The main tools to be used in Humantelligence operations would be laptops or personal computers, constant internet connection, and academic or design tools such as Canva and Alight Motion. The tools are needed in creation of content, editing, proofreading and communication with clients.

The management team owns most of the equipment used and thus one does not have to spend a lot of money on capital expenditure. Taking out software subscriptions are centrally managed and budgeted as operations cost to have an uninterrupted delivery of the services.

EQUIPMENT	SOURCE	ESTIMATED COST	PURPOSE
Laptop / Desktop	Personally owned	-	Task execution and communication
Internet Connection	Personal subscription	Variable	Online operations
Canva Subscription	Purchased	RM390.90	Content and template design
Alight Motion	Purchased	Included with Canva subscription	Video and reel creation

Table 11 Equipment requirements

6.6 Supplies

Humantelligence is an online based service company and hence it does not need physical supplies and inventory. Everything applied in service delivery is digital like documents, templates, and communication files.

The storage and file management of digital data is done in cloud-based applications like Google Drive. This will save inventory management expenses yet provide safe storage, easy access and delivery of finished services to customers.

SUPPLY TYPE	DESCRIPTION	MANAGEMENT METHOD
Software Tools	Canva, Alight Motion, Google Docs	Subscription-based
Communication Tools	WhatsApp, Telegram, Social Media	Real-time messaging
Digital Storage	Google Drive / Cloud storage	Secure digital filing
Templates & Files	Academic templates and drafts	Updated periodically

Table 12 Operational supplies

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

In every company, efficient management is highly important to having a good reputation in terms of discipline, flow of work and even satisfaction of our clients . If a certain company possesses bad management quality, the efficiency of all aspects in the organisation will go havoc and the company can lose its quality in services, clients and workers. Good management (in a company) helps avoid confusion, keeps everyone focused, and makes sure resources like money, time, and people are used wisely (Sharma, 2025). Under management, there are multiple aspects that need to be observed to keep a company running smoothly. Major aspects of management like its organisation, operation and even little things such as policy holds the company together as one. Without realising, the people holding titles behind managing the company are extremely important and should be given more recognition for their dedication. Without them, the company can experience downfall internally, or worse, critiques from clients and outsiders. This can also lead to bankruptcy, a company's worst nightmare. At Humantelligence, we ensure the quality of our management for the satisfaction of our clients and also the efficiency in organisation of the company.

7.1 Management Team

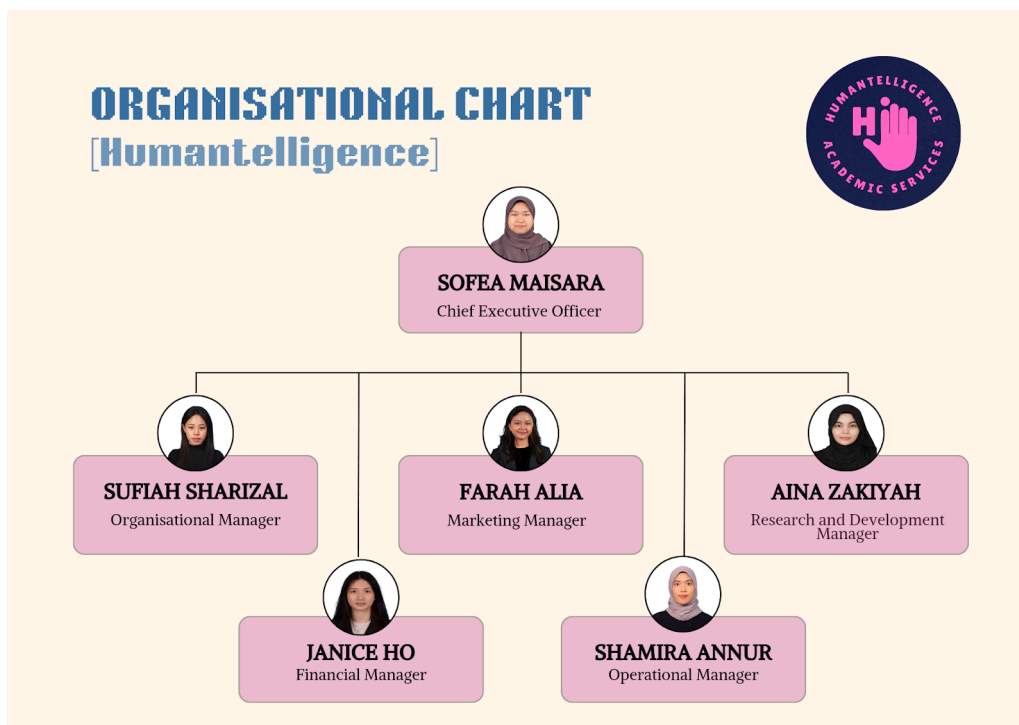


Figure 6 Organisational chart of Humantelligence

At Humantelligence, we prioritise our clients by making sure our responsibilities are fully attended to without a miss. Therefore, our management team consists of highly responsible people who are experienced in the industry and have had legitimate education regarding their job-scope with their roles and responsibilities. According to the organisational chart above, the roles divided among us includes Chief Executive Officer, Organisational Manager, Financial Manager, Research and Development Manager, Marketing Manager, and Operational Manager.

To start, the head of the company, the Chief Executive Officer, Sofea Maisara, has her own roles such as overseeing the daily operations, decision making in ensuring the right choices are made within the company, and setting the company's vision and direction. She oversees the whole organisation and makes the final decision in certain situations. Next, the Organisational Manager, Sufiah Sharizal does her work by making sure that the organisation within the business runs smoothly. She also monitors things like policy implementation among the workers and clients to avoid any unwanted circumstances. Moving on to the next role, which is the Financial Manager, Janice Ho who is responsible for the financial parts of the business. She oversees the cost and budget around the company and controls them accordingly to avoid unnecessary incurred expenses. With her role, Humantelligence will be able to control a crucial part of the business, the money. Next, the Research and Development Manager which is held by Aina Zakiyah who helps the company grow and develop according to circumstances like technological developments and students' needs. Her role keeps our services up-to-date and continuously evolving. On top of that, our Marketing Manager, Farah Alia who manages our branding and promotions. The marketing manager has to appeal to the target market by ensuring that our services are eye-catching for them to approach us. This includes social media, advertising and promotions. In this era where social media is the main platform of advertising, a marketing manager's role becomes crucial in ensuring our business's spot in the market. Last but not least, Shamira Annur who works as the Operational Manager. This role is similar to that of an Organisational Manager, where she is needed to ensure the smooth running of the company. Her role includes managing schedules for a better workflow for the workers and ensuring the quality of our performance in the company to avoid inefficiencies within the business.



CHIEF EXECUTIVE OFFICER

NAME	Sofea Maisara binti Mohd Khairudin
IDENTITY CARD NUMBER	990919-10-8486
AGE	27 years old
E-MAIL	smaisara99@gmail.com
PHONE NUMBER	019-9231238
MARITAL STATUS	Single
ACADEMIC BACKGROUND	Bachelor of Computer Science (Hons.)
COURSE ATTENDED	<ul style="list-style-type: none"> - E-Commerce and Online Business Management - Digital Skills Training by MDEC - Entrepreneurship and Small Business Management under MARA
SKILLS	<ul style="list-style-type: none"> - Adjusting to new technologies, systems, and work environments - Developing simple systems for business efficiency - Able to explain complex ideas clearly to clients, students, and team members
EXPERIENCE	<ul style="list-style-type: none"> - Internship under MDEC (2020) - Committee member at PrimeLogic (2021-2022) - Team leader in digital marketing department at ThinkByte (2022-2024)

Table 13 Information of Humantelligence Chief Executive Officer



ORGANISATIONAL MANAGER

NAME	Nur'Ain Sufiah binti Mohd Sharizal
IDENTITY CARD NUMBER	050613-14-0694
AGE	25 years old
E-MAIL	ainsufiah05@gmail.com
PHONE NUMBER	017-9571274
MARITAL STATUS	Single
ACADEMIC BACKGROUND	Bachelor of Management
COURSE ATTENDED	<ul style="list-style-type: none"> - Master Marketing Case Study: Analyze, Evaluate & Implement (Coursera) - Digital Marketing Masterclass (iCEPS-Kowena) - Marketplace marketing basics (INSKEN)
SKILLS	<ul style="list-style-type: none"> - Experienced in managing a team. - Strategic planning. - Able to organise plans and objectives efficiently.
EXPERIENCE	<ul style="list-style-type: none"> - Internship under PwC (2022) - Administrative Executive at PwC (2022-2025)

Table 14 Information of Humantelligence Organisational Manager



OPERATIONAL MANAGER

NAME	Shamira Annur Binti Shamsul Anoor
IDENTITY CARD NUMBER	020307-02-0164
AGE	24 years old
E-MAIL	shmiraannur@gmail.com
PHONE NUMBER	016-930 0114
MARITAL STATUS	Single
ACADEMIC BACKGROUND	Bachelor of Business Administration (Hons.)
COURSE ATTENDED	<ul style="list-style-type: none"> - E-Commerce and Online Business Management - Digital Skills Training by MDEC - Entrepreneurship and Small Business Management under MARA
SKILLS	<ul style="list-style-type: none"> - Ability to manage and coordinate daily business operations efficiently - Skilled in adapting to new systems, workflows, and digital platforms - Strong organisational skills to ensure tasks are completed on schedule - Able to communicate clearly with team members and clients to avoid operational issues
EXPERIENCE	<ul style="list-style-type: none"> - Internship under MDEC (2020) - Operations Committee Member at PrimeLogic (2021–2022) - Operational Coordinator at ThinkByte (2022–2024)

Table 15 Information of Humantelligence Operational Manager



MARKETING MANAGER

NAME	Farah Alia Binti Ahmad
IDENTITY CARD NUMBER	010512-03-0090
AGE	25 years old
E-MAIL	farahaliahamad@gmail.com
PHONE NUMBER	017-380 2910
MARITAL STATUS	Married
ACADEMIC BACKGROUND	Bachelor of Business Administration (Hons.) Marketing
COURSE ATTENDED	<ul style="list-style-type: none"> - Foundation of digital marketing and e-commerce (GCC) - Business and marketing (UL) - Marketing fundamentals and strategy case studies (EDUCBA)
SKILLS	<ul style="list-style-type: none"> - Expertise in data analysis and digital marketing (SEO/social media) - Strong communication skills - Experienced in project management and task delegation
EXPERIENCE	<ul style="list-style-type: none"> - Internship at KPMG (2022) - Account manager at BAT Malaysia (2022- 2025)

Table 16 Information of Humantelligence Research and Development Manager



FINANCIAL MANAGER

NAME	JANICE HO JIA EN
IDENTITY CARD NUMBER	000205-12-0294
AGE	26
E-MAIL	janiceen19@gmail.com
PHONE NUMBER	011-63301733
MARITAL STATUS	Married
ACADEMIC BACKGROUND	Master of Science in Financial Analysis
COURSE ATTENDED	<ul style="list-style-type: none"> - Certified Government Financial Manager (CGFM) - Advanced Data Analysis for Finance
SKILLS	<ul style="list-style-type: none"> - Federal Accounting - Financial Analysis - Budget Management
EXPERIENCE	<ul style="list-style-type: none"> - Financial Operations Analyst for UOB - Financial Analyst for Roblox

Table 17 Information of Humantelligence Financial Manager



RESEARCH AND DEVELOPMENT MANAGER

NAME	Aina Zakiyah binti Saiful Amin
IDENTITY CARD NUMBER	980614-10-1398
AGE	28 years old
E-MAIL	ainazakiyah1406@gmail.com
PHONE NUMBER	011-1152 4420
MARITAL STATUS	Single
ACADEMIC BACKGROUND	Bachelor of Business Administration (Hons.) Marketing
COURSE ATTENDED	<ul style="list-style-type: none"> - Marketing Digital Specialization (AUSTRAL) - Marketing Fundamentals and Strategy Case Studies (EDUCBA)
SKILLS	<ul style="list-style-type: none"> - Adaptability and problem-solving - Data analysis and metrics - Leadership and team building
EXPERIENCE	<ul style="list-style-type: none"> - Internship for a year at HSBC (2021) - Marketing Officer at CIMB (2022-2025)

Table 18 Information of Humantelligence Marketing Manager

7.2 External Resources and Services

Our company uses external sources minimally as we are an online-based small business that mainly uses the management team to handle most things, while hiring minimal amounts of workers and only during peak seasons of demand in academic assistance. On top of that, our external resources only include students themselves, as an opportunity for those who need extra money from a remote job. Though only part-time, we ensure that our workers are paid accordingly based on their work amount and hours. As graduates ourselves, we understand the need for financial support as a student. Therefore, we provide them a source of income while giving them a considerable task. However, only students who are capable of doing a quality job will be hired as we prioritize excellence in our services for our clients. With that being said, our team will ask the students for proof of their eligibility in working under us and contributing to our business.

7.3 Human Resources

Full-Time Staff

POSITION	TOTAL STAFF	MONTHLY SALARY (RM)	EPF	SOCSSO	TOTAL MONTHLY
CEO	1	5000	650	69.05	5719.05
Organisational Manager	1	2300	299	39.35	2638.35
Financial Manager	1	2300	299	39.35	2638.35
Research and Development Manager	1	2300	299	39.35	2638.35
Marketing Manager	1	2300	299	39.35	2638.35
Operational Manager	1	2300	299	39.35	2638.35
TOTAL	6	16500	2145	265.8	18910.8

Table 19 Humantelligence full-time staff salary

Part-Time Staff

POSITION	WORKER	SALARY (RM) x HOUR x 26 DAYS
Operation and services	3	RM8.72/hour x 6 hours x 26 days = RM1360.32 per worker

Table 20 Humantelligence part-time staff salary

Since the company operates under our own management, the salary given to the full time staff is equal among every worker except for the head of the company, Sofea Maisara. On the other hand, our human resources section also only rely on the part-time employees, who are hired by our organisational manager. Under the organisational manager, the employees will go through interviews and screening before fully getting hired with Humantelligence. After getting hired, our management team will ensure the welfare of our workers. The part-timers will receive an hourly wage according to the current law which is at the moment RM8.72. The human resource will also take into consideration their technology quality for completing their tasks, and the amount of clients they will be able to handle in a day of work, according to their availability. This is because we ensure the comfort of our workers on top of the quality in their task as a company.

7.4 Advisory Board

As an independent company, Humantelligence functions without an advisory board, making us independent on all of our decisions. These decisions are made by our own management team, all according to our experiences, research and development, and managing skills. This way, Humantelligence will not have the extra financial burden of acquiring extra parties in the company and can still grow as a business. However, our management team at Humantelligence is aware that this is risky for a business to avoid unwanted circumstances. Therefore, we make sure to stick to our priority as a client-driven company and have their reviews of our services be the guidance for our development.

7.5 Organizational Budget

Administrative Expenditure Budget	
	RM
Working Capital	
Salaries, EPF, SOCSO (CEO, Financial, Organizational, Research and Development Manager)	13634.10
Utilities (Subscription fees)	300
Other expenditure	
Rent (Homeoffice)	700
Office supplies (Homeoffice)	1000
TOTAL	15634.10

Table 21 Administrative expenditure budget

8.0 FINANCIAL PROJECTION

8.1 Start-Up Cost

START-UP COSTS	RM
Capital Expenditure: Administrative	
Office Equipment	1000
Capital Expenditure: Operation	
Machinery and Equipment	10000
One-Time Start-Up Expenditure	
Installation of Fixtures/Equipment	390
Legal and Professional fees	1000
Advertising for Opening	1200
Other Pre-operation Expenditures	
Deposit (rent,utilities, etc.)	1000
Business registration and License	1500
Permit	100
Other expenditure	-
TOTAL	16190

Table 22 Start-up cost of Humantelligence

8.2 Working Capital

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing:			
Advertising	1200	1200	
Collaboration	300	300	
Salaries, EPF, and SOCSO	2638.35	2638.35	
Administrative:			
Salaries, EPF, and SOCSO (CEO, Financial, Organizational, Research and Development)	13634.10	13634.10	
Rent (Homeoffice)	700	700	
Utilities (Subscription fees)	300		300
Office supplies (Homeoffice)	1000	1000	
Operations:			
Salaries, EPF, SOCSO (Operational Manager)	2638.35	2638.35	
Purchases	390	390	
Total Working Capital	22800.80	22500.80	300
Total Working Capital Required	1 Month	22800.80	
Working Capital + Contingencies	5%	(22800.80) + (5%x22800.80) = RM23640.84	

Table 23 Working capital of Humantelligence

8.3 Start-Up Capital and Finance

ESTIMATED START-UP CAPITAL	100,000
FINANCING	
Equity: Share & Venture Capital	90000
Loan	10000
<i>Annual interest Rate</i>	8%
<i>Loan Duration (years)</i>	10

Table 24 Start-up capital and finance of Humantelligence

9.0 PROJECT MILESTONE

According to Lucija Bakić (2024), project milestones are important checkpoints or notable developments that aid in monitoring the project's advancement toward completion. Project teams can successfully navigate the many stages of their end-to-end project management, such as project initiation, planning, execution, and closure, with the aid of milestones. Below is Humantelligence' project milestone with the starting date in 2025 until the ending date in 2026.

ACTIVITIES	STARTING DATE	ENDED DATE
Incorporation of the venture	1 November 2025	3 November 2025
Completion of design and development	10 November 2025	15 November 2025
Product Development	21 November 2025	5 December 2025
Brand and digital presence	10 December 2025	15 December 2025
Obtaining of sales representative	18 December 2025	19 December 2025
Launch marketing	25 December 2025	27 December 2025
Starting of operation	1 January 2026	30 January 2026
Receipt of first order	5 January 2026	7 January 2026
Receipt of first 100 orders	7 January 2026	30 January 2026

Table 25 Humantelligence's Project Milestone 2025 - 2026

10.0 CONCLUSION

To sum up, Humantelligence has a promising future in the education industry. The founders' clever moves and courageous attitude in taking the risk for opening up an academic services business have paved a major opportunity for thriving in this industry. Despite the widespread use of AI, it is clear that Humantelligence still tries its best to highlight the importance of human touch in academic writings. This distinctiveness differentiates Humantelligence from the other AI-driven companies as it serves as a strong alternative, providing trustworthy and credible services for academic purposes. Therefore, paving the way for the company to be a renowned academic brand.

The well-defined marketing strategies that have been outlined for Humantelligence will surely help the company to further grow and rise, particularly in the education industry since this industry will keep increasing as time goes by. Utilizing platforms of social media and planning for collaborations with existing academic institutions build strong familiarity and increase engagement with the target market. With the presence of clear service structure and a strong market positioning, it confirms that Humantelligence can compete effectively in the market.

Though Humantelligence now is already in its comfort-zone, there is always room for improvement. Moving forwards, there are steps and actions that should be taken by the company to ensure its sustainability in the industry. Seeing that Humantelligence is currently operating as a partnership business, company expansion should be taken into consideration. This includes recruiting more staff with exceptional skills, adding more types of services and also improving consistency of service quality.

Overall, with its clear vision and strong foundation, Humantelligence is prepared to make an impactful impression towards the people involved in the education industry. Through careful planning and proper execution, the company can surely improve the quality of students in tertiary education, while strengthening academic integrity.

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12.0 APPENDICES

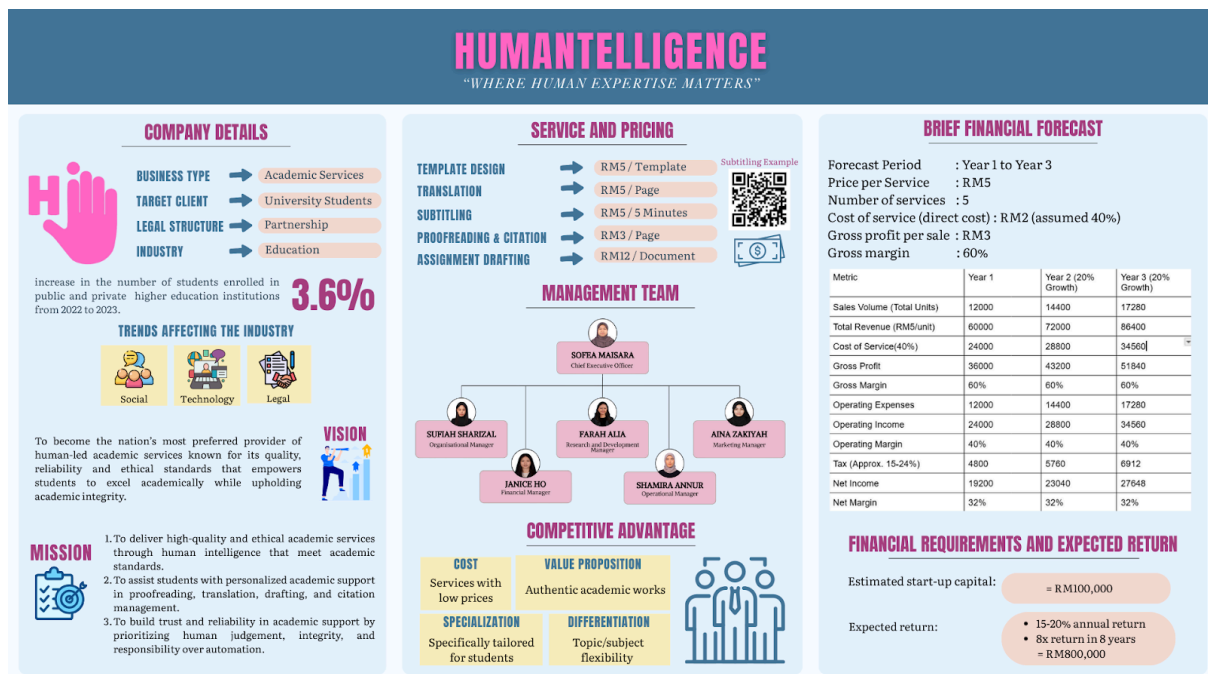


Figure 7 Infographic poster for Business Plan Presentation